



KC BizCare – Business Customer Service Center

DATE: January 20, 2010
TO: Troy Schulte, Acting City Manager
FROM: Rick Usher, Assistant to the City Manager
SUBJECT: Monthly Report – December, 2009

1. Issues That Require Attention of the City Manager

None

2. Press/Media Issues

None

3. Programmatic and Operational Issues

- KC BizCare has a page on Twitter; we are following 38 organizations and 37 organizations and individuals are following us. We have a page on LinkedIn, with 12 professional contacts. KC BizCare has a page on facebook, with 137 followers. These sites allow us to promote the services of KC BizCare; they will also allow us to monitor and participate in discussions about improving business services in Kansas City.
- Our three December “tweets” on Twitter included:
 - Stop by our booth at the Downtown Council Annual Luncheon today – Bartle Grand Ballroom – Say “hi” to Sharon and Jing. 10:08 AM Dec 2nd, 2009 from web
 - Saturday John and Sharon will be at the Green Impact Zone Community Event. More information here: <http://tinyurl.com/ychhegf> 1:35 PM Dec 2nd, 2009 from web
 - What does ‘customer oriented’ mean? An excellent article: <http://tinyurl.com/y95yy4d> 9:11 AM Dec 9th, 2009 from web
- KC BizCare customers logged more than 31 hours in December for computer use. Many customers use the computers for researching business ideas. Some

of our customers are taking the FastTrac class through the Kauffman Foundation and use the computers to complete their homework assignments.

- We distributed more than 170 of our Business Resource Guides to resource partners. This does not include guides provided to the City Council and City Manager's Office, or those given to customers in the course of daily activities.

4. Performance and Statistics

KC BizCare staff track a variety of performance measures to evaluate progress in promoting a business friendly city. The following is a summary of performance measures through December 31, 2009:

- a) Maintain a customer satisfaction rate of 8.5 on a 10 point scale with 1 very dissatisfied and 10 very satisfied.

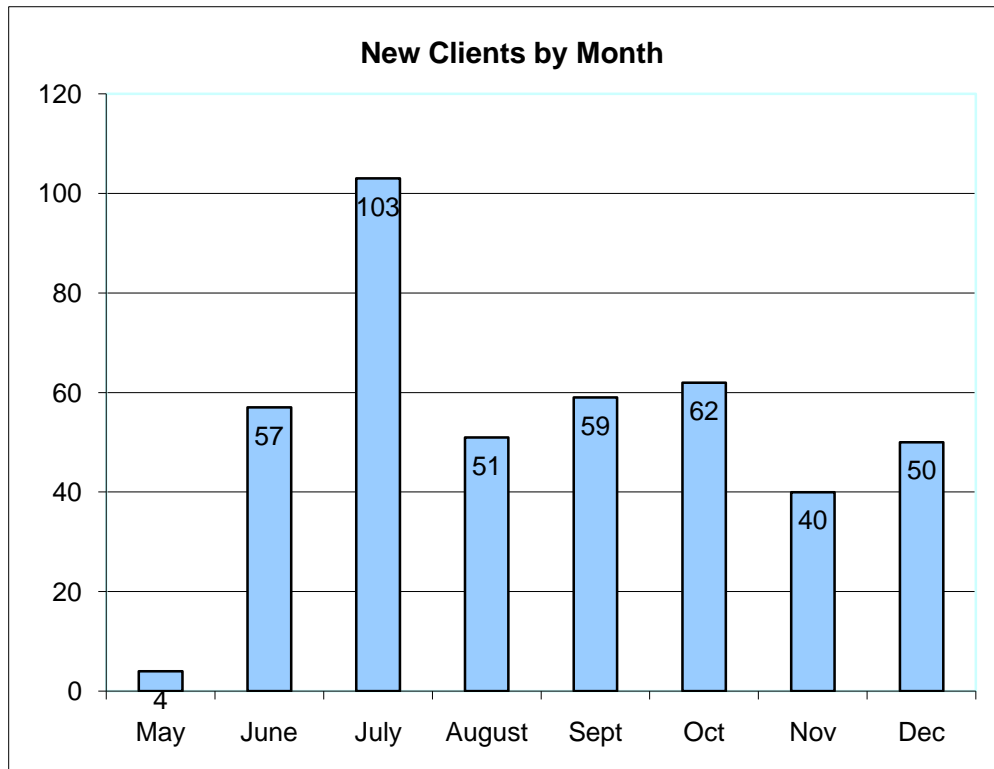
Result: We received 10 responses. All were very satisfied with service provided.

- b) Serve walk-in customers within 10 minutes of arrival and respond to initial phone, voice mail and email inquiries within four hours.

Result: All walk-in customers, and initial networking customers, served immediately; all phone, voice mail and email inquiries served within four hours

New Client Contacts December 1 – December 31, 2009	
Type	#
Walk-in	12
Phone	32
Networking	2
Email	4
Total:	50

Total Active Clients YTD		158	214	273	335	375	425
Month	June	July	August	Sept	Oct	Nov	Dec
Number of referrals	61	229	156	133	159	92	141
Number assisted with business formation	12	93	65	30	37	26	48
Number assisted with regulatory/licensing	37	114	71	84	107	59	86
Number assisted with marketing	12	22	20	19	15	7	7
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%
% of emails /voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	100%	100%	100%	100%	100%	100%	100%
Number of networking events	16	11	10	13	13	5	6
Average satisfaction rate YTD	9	10	10	10	10	10	10



- c) Follow-up with customers within three weeks to determine satisfaction and quality of referral.

Result: All customers received a follow-up within three weeks of initial contact; customers report satisfaction with referrals.

Referrals:

Referrals to City, State, Federal Departments & Resource Partners - December 2009		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Revenue - Earnings Tax	Regulatory/Licensing	3
Finance - Revenue- Business License	Regulatory/Licensing	29
General Services - Real Estate	Business Formation	1
Health - Food Protection	Business Formation	1
Human Relations - M/WBE	Business Formation	2
Human Relations Small Business Division	Business Formation	1
Mayor & City Council	Business Formation	1
Neighborhoods & Community Services - Regulated Industries	Business Formation	1
Planning & Development - Zoning Clearance	Regulatory/Licensing	19
Planning & Development- Permit Division	Regulatory/Licensing	1

State Departments		
Missouri PTAC	Business Formation	1
MO Department of Corrections	Business Formation	1
MO Department of Health - Child Care Licensing	Business Formation	2
MO Dept of Revenue	Regulatory/Licensing	10
MO Secretary of State	Regulatory/Licensing	17
MoDOT Motor Carrier Services	Regulatory/Licensing	1
Federal Departments & Agencies		
Federal Motor Carrier Safety Association	Regulatory/Licensing	1
IRS Small Business and Taxpayer Education and Communications	Regulatory/Licensing	5
Resource Partners		
4-H Missouri	Business Formation	1
Big Brothers and Big Sisters	Business Formation	1
City of Grandview - Business License Office	Regulatory/Licensing	1
Economic Development Corporation of KCMO	Business Formation	1
EDC Loan Corporation - Doug Nuckolls	Business Formation	2
Enterprise Center of Johnson County	Business Formation	1
Entrepreneurial Legal Clinic Services at UMKC	Business Formation	2
FastTrac - Kansas City	Business Formation	2
First Step Fund	Business Formation	1
Greater Kansas City Chamber of Commerce	Business Formation	1
H&R Block Business and Career Center at the KCMO Public Library	Business Formation	2
Johnson County Library	Business Formation	1
Kansas City Downtown Council	Business Formation	2
KC Artist Coalition	Business Formation	1
KC Artist Link	Business Formation	1
KCSOURCELink	Business Formation	4
Midwest Center for Nonprofit Leadership	Business Formation	4
Northland Regional Chamber of Commerce	Business Formation	1
Operation Breakthrough	Business Formation	1
SBTDC at UMKC	Business Formation	1
SCORE - Kansas City	Business Formation	3
South Kansas City Chamber of Commerce	Business Formation	2
Southtown Brookside Waldo Council	Business Formation	1
The Freelance Exchange of KC	Business Formation/ Marketing	7
Total Referrals:		141

- d) Make five networking contacts with City departments and resource partners each month.

Result: A total of 6 networking contacts made in December; two were resource partner events.

Networking Contacts December 1 - December 31, 2009	
Entity	Date
KC Downtown Council Annual Meeting	12/2/2009
Green Impact Zone Community Event	12/5/2009
MainCor Development Corporation	12/16/2009
Human Relations Small Business Center	12/16/2009
KC SourceLink	12/23/2009
Human Relations M/WBE Training	12/30/2009

- e) Identify streamlining initiatives from recommendations of City departments, resource partners and customers.

Result: KC BizCare staff continues to create matrixes and flowcharts that represent various City regulatory processes. Flowcharts are helpful to customers in explaining the steps needed to attain regulatory compliance. Flowcharts and matrixes also show the relationships and point of contact that customers experience as they navigate City departments. This allows KC BizCare staff to coordinate communications across departments to better serve customers.

- f) Work with Kauffman Foundation to market program.

Result: We continue to collaborate with the Kauffman Foundation. The FastTrac program refers their students to KC BizCare; KC BizCare staff work with students to help them identify regulatory issues they will need to understand as they develop their business plans.

5. Awards/Accolades

None

6. Follow-up From Last Month

We are scheduling the next Development Process Roundtable for February and Tom Coyle will be making a presentation regarding the implementation of the new development code.